



AUGUST SUMMARY

2.8%

ENGAGEMENT RATE PER IMPRESSION

248
TOTAL ORGANIC

IMPRESSIONS

TOTAL ENGAGEMENTS



4.4%



34.1%



40%

BRAINTRUST // 2 NAHAC – AUGUST 2025

	June	July	August
	МОМ	МОМ	МОМ
Total Fans	618	619	622
New Followers	0	1	3
Total Published Posts	9	10	9
Engagements	5	5	7
Avg. Engagement Per Impression	2.3%	2.7%	2.8%
Organic Impressions	222	185	248

Facebook Takeaways

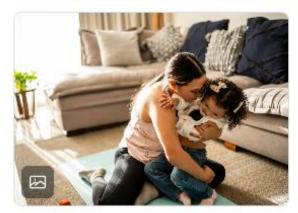
- We saw strong growth in all KPIs, even growing our audience by 3 new followers
- Organic impressions reached the highest number in recent months with 248 reached
- Consistent engagement per impression rate speaks to the continued appeal of our "last chance" messaging



Nevada Homeowner Assi...

Thu 8/28/2025 9:10 am PDT

FINAL STRETCH! The Nevada Homeowner Assistance Fund is winding down — and once it's gone, it's gone. Behind on your...



Impressions	56
Reach	52
Engagements	4
Engagement Rate (per Impression)	7.1%
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Nevada Homeowner Assi...
Tue 8/26/2025 8:45 am PDT

Peace of mind is still possible. The Nevada Homeowner Assistance Fund has helped many Nevadans stay in their homes. You...



Reach	8
Engagements	0
Engagement Rate (per Impression)	0%



Nevada Homeowner Assi...

Fri 8/22/2025 8:51 am PDT

I am beyond thankful and feeling blessed. This was not an easy transaction because I was embarassed to ask for help. However when it's all said and done, I can not express how thankful and humbled I am to receive this assistance. Everyone has made this so easy and welcoming from responding to emails, calling me back and answering questions (over and over)...

This wasn't easy to ask for help and I could have lost my home but because of programs like this my kids and I get to stay in our forever home. A family was saved today, THANK YOU!

- Tameka P.





Impressions 13
Reach 10

Engagements 2

Engagement Rate (per Impression) 15.4%

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